

What is claimed is:

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1. A method for selling a ring comprising:
 - providing a display in close proximity with the ring, wherein the display has a defined love story theme associated with it;
 - providing a first insignia on an inner diameter of a shank of the ring;
 - providing a second insignia on a portion of the ring that is visible when the ring is positioned on a finger;
 - delivering the ring in a box, the box containing a miniature book containing at least one love story that is associated with the love story theme; and
 - providing a presentation folder that is configured for movement between open and closed positions, the folder containing a personalized love note and a certificate of authenticity that are disposed for viewing when the booklet is in the open position.
 2. The method as defined in claim 1, wherein the step of providing a second insignia includes providing a heart-shaped insignia.
 3. The method as defined in claim 1, wherein the step of providing a display includes providing a framed picture, wherein the picture portrays a scene that is associated with the defined love story theme.
 4. The method as defined in claim 1, wherein the step of providing a display includes providing a caption that is logically associated with the defined love story theme.

5. The method as defined in claim 1, wherein the step of providing a display includes providing a quote that is associated with love or romance.

6. The method as defined in claim 1, wherein the ring is a diamond ring.

7. The method as defined in claim 1, wherein the step of providing a second insignia includes providing a red heart on the inner diameter of the shank of the ring.

8. The method as defined in claim 1, wherein the step of providing a second insignia includes providing the words "Love Story" on the inner diameter of the shank of the ring.

9. The method as defined in claim 1, wherein the step of providing a first insignia includes providing a heart shape near the setting of the ring.

10. A jewelry assembly for enhancing the sale of a ring comprising:
a display disposed in close proximity with the ring, wherein the display has a defined love story theme associated with it;
a first insignia disposed on an inner diameter of a shank of the ring;
a second insignia disposed on a portion of the ring that is visible when the ring is positioned on a finger;

a box for holding and storing the ring, the box containing a miniature book containing at least one love story that is associated with the love story theme; and

a presentation folder that is configured for movement between open and closed positions, the presentation folder containing a personalized love note and a certificate of authenticity that are disposed for viewing when the booklet is in the open position.

11. The method as defined in claim 10, wherein the display includes a framed picture, wherein the picture portrays a scene that is associated with the defined love story theme.

12. The jewelry assembly as defined in claim 10, wherein the display includes caption that is logically associated with the defined love story theme.

13. The jewelry assembly as defined in claim 10, wherein the display includes a quote that is associated with love or romance.

14. The jewelry assembly as defined in claim 10, wherein the ring is a diamond ring.

15. The jewelry assembly as defined in claim 10, wherein the second insignia includes a red heart.

16. The jewelry assembly as defined in claim 10, wherein the second insignia includes the words "Love Story".

17. A method for selling an article of jewelry comprising:
providing a display in close proximity connection with the article of jewelry, wherein the display has a defined love story theme associated with it;
delivering the article of jewelry in a box, the box containing at least one love story that is associated with the love story theme; and
providing a presentation folder containing a personalized love note, the presentation folder further including a graphic image that is associated with the love story theme.

18. The method as defined in claim 17, wherein the article of jewelry is a ring.

19. The method as defined in claim 17, further including the step of providing a heart shape insignia with the article of jewelry.

20. The method as defined in claim 17, further including the step of providing the words "Love Story" on the article of jewelry.